

Branding the Tompkins County Tourism Program

Project Summary

The Branding & Communications Committee of the STPB has developed a draft brand statement with target markets and core brand attributes for the Tompkins County Tourism Program, the purpose of which is to create allies and advocates for the Tompkins County Tourism Program.

In order to achieve this, four initial objectives have been identified:

1. **Create a logo** for the Tompkins County Tourism Program. We will hire and work with a designer to create an easy to identify logo which reflects our Brand Statement.
2. **Publish an annual report** for the community to highlight the work accomplished.
3. **Create branding guidelines for partners** similar to the "I Love NY" campaign which will give room tax funding recipients clear direction and appropriate and identifiable recognition which builds pride for the investments being made by the County.
4. **Create and share an annual calendar of program communications**, opportunities and activities. (e.g. grant awards press release, tourism partner award announcements, etc).

Project Description

Between November 2016 and February 2017, Tom Knipe, Tourism Program Director and Principal Planner for the Tompkins County Planning Department, will direct a project to achieve these objectives on behalf of the STPB with input from the STPB Branding & Communications Committee and program partners. We will hire a graphic design consultant to develop a logo and a 2016 annual report for the Tompkins County Tourism Program. In addition, an annual report template will be established which can be used to develop the annual report internally in subsequent years.

Because the Tourism Program and the CVB are so closely interrelated, and because we do not want to confuse visitors for whom the primary tourism brand should be VisitIthaca, we will collaborate closely with the CVB through the process of developing a logo for the Tourism Program for all of our partners to use in a variety of applications. This is a great opportunity to build on and leverage great communications work that is already happening and we are fortunate to have CVB Staff on the committee.

Design Consultant Final Deliverables:

1. High-resolution logo provided for both web and print formats.
 - a. "Files for print" – JPG logo files exported as +300DPI resolution and set to CMYK. EPS file for large format printing.
 - b. "Files for web" – large transparent PNG logo files along with any specifically sized images for certain applications.
2. Annual Report.
 - a. Summary 2016 annual report formatted as a Brochure.
 - b. Full 2016 annual report formatted for printing and web viewing.
 - c. Annual report templates for the above in Word or InDesign (format TBD)
3. Branding guidelines PDF for both internal and partner use.

Internal Final Deliverables:

4. An internal communications plan/calendar of proposed outreach and communications activities.

Updated Proposed Schedule

- November 16, 2016 – Project funding recommendation to STPB
- February 21, 2017 – Funding recommendation to the Legislature
- By Mid-March – Hire design consultant
- By End of April – Logo options and annual report drafts to STPB Communications & Branding Committee for feedback
- End of April – Project update to Committee of the Tompkins County Legislature
- By End of May – All Deliverables complete
- End of May – Communications and Branding Committee approves final deliverables.
- End of May – Committee of the Tompkins County Legislature approves logo for use

Project Budget

Funds for this project are requested from the Strategic Tourism Implementation grant program (Category C. Internal Projects Identified as Priorities by the STPB/Tompkins County Tourism Program).

Design Consultant	\$3,000
<u>Brochure and Annual Report Printing</u>	<u>\$500</u>
Total	\$3,500

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Meeting Notes on Brand Statement (November, 2015)

Revised Brand Goal

To create allies and advocates for the Tompkins County Tourism Program, as evidenced by:

- Room tax revenue continues to be invested in the projects and programs for which it was created - projects that deliver valuable amenities to enhance Tompkins County as an attractive place to visit and to live.
- The investment approach of the TCTP is understood, respected and supported.
- The investments of the TCTP result in economic development measured in revenue and jobs.
- Room tax collectors understand the value that the TCTP adds to their business and feel good about collecting the tax.
- Partners and volunteers are excited to work with the TCTP.
- Target markets connect our work to creating the kind of community that attracts creative people to live and work here, especially in the hi-tech and higher education industries.

Revised Target Markets

1. Industry Stakeholders: room tax collectors, tourism industry stakeholders, elected officials of cities and towns in the county, nonprofit grantees of the Strategic Tourism Planning Board.
2. General Public: citizens/residents of Tompkins County, Tompkins County visitors.
3. Internal: Staff and volunteers associated with the partner organizations of the TCTP, including county legislators and staff.

Brand Attributes Discussion: What Do Target Markets Want/What Benefits Does the Program Deliver Best to Them?

Target Market 1: Industry Stakeholders

- A program they can be proud of
- Attracting more visitors
- Direct benefit to their business or nonprofit
- More and better tourism
- Marketing to visitors
- Great place to live
- Return visitors

- Heads in beds
- The fabulous community that backs up a “premium” rate
- Great place that helps attract top students and faculty (universities)

Target Market 2: General Public

- Per-household tax relief
- Everything we love (amenities) for free
- Great place to live and visit
- Vibrant arts community
- Outdoor recreational opportunities
- Agritourism
- Heritage tourism
- Sustainable community, and sustainable approach to tourism
- Downtown entertainment and shopping district
- Festivals and events
- Emerging tourism opportunities (e.g., skate parks, dragon boating)
- We have a 30,000 population community with the kind of amenities that 1,000,000 visitors support
- But, general public want to avoid excessive traffic, high cost of living -- they fear that too much tourism could degrade quality of life (which is why our approach to tourism is so meaningful)

Target Market 3: Internal Partners

- An efficient program, in terms if economic development payoff and improved quality of life
- No perception of pork projects – they want projects that are genuinely great for the community
- A program they can be proud of funding, endorsing, working on
- Geographic balance in resource distribution
- No controversy and no waste
- A program that is well structured and measured

Common Threads: Core Brand Attributes

- **A great place to live**
- **A program they can feel proud of**
- **Economic benefit**

Draft Brand Statement

Target Audience	For people who love Ithaca and Tompkins County,
Frame of Reference	the Tompkins County Tourism Program
Benefit/Point of Difference <i>(your core brand attributes)</i>	invests more than \$2 million annually of visitor room tax dollars in the amenities we all love: a vibrant arts community, outstanding outdoor recreation, a farm-to-table culture, exciting downtown entertainment district, and fun festivals and events.
Reason to Believe <i>(strongest evidence that you deliver on your brand promise)</i>	This community-based approach to building tourism is strategic and sustainable, generating \$XX in economic benefit for each dollar we invest, while creating a beautiful place loved by residents and visitors alike.